



## ECONOMIC DEVELOPMENT COMMISSION ACTION MINUTES

City Hall Room 10  
1225 Lincoln Way

February 24, 2004

**MEMBERS PRESENT:** R. Gross, M. Holmes, M. Reynolds,  
H. Roper, K. Sands

**MEMBERS ABSENT:** None

**OTHERS PRESENT:** Ross Carpenter, Old Town Business  
Association; Jodie Hale, Planning Commission

**CITY STAFF:** Robert Richardson, City Manager

**STAFF SECRETARY:** Marilyn Hamner-Crout

**TOTAL ATTENDANCE:** 9

**MEETING CONVENED:** 4:00 p.m.

**MEETING ADJOURNED:** 5:30 p.m.

SECTION	AGENDA	ACTION	VOTE (if
I. Call to Order and Flag Salute		Meeting was called to order by Acting Chairman Monti Reynolds at 4:00 p.m.	
II. Agenda Approval	Review agenda and	No changes were requested.	
III. Public Comment	A time to speak on any	There was no public comment.	
IV. Approval of January 27 and February 10, 2004, Minutes	Approval of minutes.	The minutes of January 27 and February 10, 2004, were approved as submitted.	<b>Motion: Holmes/ Gross Approved</b>
V. Fiscal Year 2003-2004 Budget Report		<p>The updated budget report was reviewed. It was noted that the in-kind services will not be charged to EDC. Therefore, the budget balance remaining is \$65,103.50.</p> <p>Roper said that a review of the DBA books revealed that the DBA has not received the final payment for the billboard funding that was approved in November 2001. The final payment was due the end of 2002. Richardson said this will be looked into and, if necessary,</p>	
VI. Funding Request	Old Town Business Association—\$19,000	Ross Carpenter spoke on behalf of the Old Town Business Association. He stated the funding request was split into three requests: (1) \$12,000 for contracting with Certified Folder Display Services, Inc., for development and distribution of Old Town tourist brochures, (2) \$2,300 to repair the I-80 directional billboard, and (3) \$4,700 to redesign and replace the "Welcome to Old Town" sign in Firemen's Park. Richardson said the monument	

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		<p>signage for the city is moving forward, and it is his recommendation to table the \$7,000 request for sign repairs until the design phase of the monument signage is complete and re-address this matter at that time.</p> <p>Gross explained to Carpenter that EDC is undertaking a visitors' guide for Auburn to attract the one-day visitors. Gross asked Carpenter if he would be agreeable to working with EDC to coordinate the design and look of both brochures. A joint effort could be done on the design and production of the brochures, perhaps eliminating their production cost. Old Town could then contract for distribution. Richardson requested that no action be taken and asked Carpenter to forward the text desired on the brochure and work together on choosing the design and proceed with development. Carpenter asked Gross to attend the next OTBA meeting on March 4, 8:30 a.m., at Marybelle's Restaurant.. Holmes said he would like to know what the \$9,000 was for that was funded to OTBA in August 2001.</p>	
VII. EDC Business	Recommendation for Appointment	<p>Six applicants submitted applications for two vacancies in the Business Community Representative category. These vacancies were created when two members resigned. The expiration of both terms is December 2004. It was agreed that a representative from Old Town is needed on the Commission. Gross suggested creating Old Town, Downtown, and Chamber of Commerce liaisons. Holmes noted that if this is desired, the ordinance will need to be amended. He suggested including the Chamber on an informal basis for now.</p> <p>After consideration of all the applications, it was moved to recommend the appointment of Gary Moffat.</p> <p>And it was moved to recommend the appointment of J. Randall Smith.</p> <p>The EDC recommendation for appointment will be placed on the March 8, 2004, City Council agenda for approval. Gross requested that letters be sent to those not appointed informing them that their applications will be kept on file for one year.</p>	<p><b>Motion: Holmes/Gross Approved</b></p> <p><b>Motion: Holmes/Gross Approved</b></p>

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	Marketing and Promotion Update	Gross reported that members of the Arts Council of Placer County, Auburn Arts Commission, and Small Business Development Center agreed to participate on the task force. He reported on items discussed at their first meeting. SBDC has offered the services of a consultant. She is available on March 9, which would coincide with the next meeting. Gross said that if the Commission is in favor of hearing the consultant, he would like to extend an invitation to DBA, OTBA , and the task force.	
VIII. Economic Development Commission Reports		None	
IX. Future Agenda Items		⇒ Workshop presented by Lani Lott of L.L. Consulting	
X. Adjournment		Meeting was adjourned at 5:30 p.m. The next regular meeting	